

Expert committee on marketing of agricultural produce

113. **SHRI SOLIPETA RAMACHANDRA REDDY:** Will the Minister of AGRICULTURE be pleased to state:

- (a) whether the Central Government have set up a Committee of experts to look into the issues relating to marketing of agricultural produce;
- (b) if so, the details of the issues to be considered by the committee;
- (c) the names of the members of the expert Committee; and
- (d) by when the Committee is expected to submit its report to Government?

THE MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE (SHRI SHRIPAD YESSO NAIK): (a) Yes, Sir.

(b) The terms of reference of the Expert Committee on strengthening and developing of Agricultural Marketing are as under:

- (i) To review the present system of Agricultural Marketing in the country in the context of increasing agricultural production and liberalization of international trade;
- (ii) To examine the organizational set-up and functioning of the different State Agricultural Produce Marketing Boards and Agricultural Produce Market Committees and to recommend measures to make them more effective instruments for providing better infrastructure and services to the farmers, traders and consumers;
- (iii) To make recommendations for promoting pledge financing, direct marketing and alternative marketing systems;
- (iv) To study the requirements of additional investments in infrastructure, supply chain management from farm to the consumer and other facilities for the marketing system for the next ten years and to make recommendations for encouraging public, private and cooperative sectors to make such investments;

- (v) To examine the requirements of market intelligence for the farmers, exporters, traders and consumers and to make recommendations in this regard;
- (vi) To examine the requirements of Market Extension, Research and training for the Agricultural Marketing system and to make recommendations in this regard;
- (vii) To recommend measures for effectively utilising Information Technology tools with special reference to E-commerce, E-Business, etc. for the development of modern marketing system;
- (viii) To make recommendations on any other issue which is relevant to the development and modernization of Agricultural Marketing System.

(c) The details of the Members of the Expert Committee on Strengthening and Developing of Agricultural Marketing are given in Statement (See below).

(d) The Expert Committee has been asked to submit its report within six months from date of its constitution which is 19.12.2000.

Statement

Composition of Expert Committee on Strengthening and Developing of Agricultural Marketing

- (i) Shri Shankarlal Guru, Chairman, International Society for Agricultural Marketing, 'Matry Ashish' Nr. Naranpura Rly. Crossing, B/h Dena Bank Usmanpura, Ahmedabad—380013. —Chairman
- (ii) Prof. S. S. Acharya, Director Institute of Development Studies, 8-B, Jhalana Institutional Area, Jaipur—302004. —Member

- (iii) Dr. B. D. Pawar, —Member
Ex-Additional Commissioner and Special Registrar Cooperative Societies, Government of Maharashtra, Central Building, Pune—411001.
- (iv) Shri G. Ramachandran, —Member
Business Economics and Risk Management, 2B, Chola, 27 Eighth Street, Gopalapuram, Chennai-600086.
- (v) Shri D. Rajagopalan, Chairman, —Member
Agricultural and Processed Food Products Export Development Authority (APEDA), 3rd Floor, NCUI Building, 3, Siri Institutional Area, August Kranti Marg, New Delhi-110016.
- (vi) A representative of the Reserve Bank of India, Central Office, Shriheed Bhagat Singh Road, Mumbai—400001. —Member
- (vii) Principal Secretary/Secretary in charge of Agricultural Marketing, Government of Andhra Pradesh, Secretariat, Hyderabad. —Member
- (viii) Principal Secretary/Secretary in charge of Agricultural Marketing, Government of Madhya Pradesh, Secretariat, Bhopal. —Member
- (ix) Principal Secretary/Secretary incharge of Agricultural Marketing, Government of Assam, Secretariat, Dispur, Guwahati. —Member

RAJYA SABHA [22 February, 2001]

(x) Principal Secretary incharge of Agricultural Marketing, Government of Karnataka, Secretariat, Bangalore. —Member

(xi) Shri Amitabh Verma, Secretary, Cooperation, Government of Bihar, Secretariat, Patna. —Member

(xii) Shri D.S. Bains, Managing Director, Punjab Mark Fed, Mark Fed House, Sector 35-B, Chandigarh-160022. —Member

(xiii) Shri R. V. Deshmukh, Managing Director, Maharashtra, State Agricultural Marketing Board (MSAMB), Pune-411037. —Member

(xiv) Shri Satish Chander, Joint Secretary (Agricultural Marketing), Department of Agriculture & Cooperation. —Member

(xv) Shri T. R. Verma, Director General National Institute of Agricultural Marketing, Kota Road, Bambala (Near Sangner), Jaipur-303906. —Member

(xvi) Shri Priyadarshi Thakur, Managing Director, National Agricultural Cooperative Marketing Federation of India Limited (NAFED), New Delhi-110014. —Member

(xvii) Shri M. K. Mandal, Agricultural Marketing Adviser, Directorate of Marketing & Inspection, Nirman Bhawan, New Delhi. —Member Secretary